

REMARKS

Claims 23-26 have been canceled, without prejudice or disclaimer, and new claims 27-37 have been added.

It is respectfully submitted that the reference to the prior application was indeed inserted before the first line of the specification in the Request for Divisional Application, paragraph 8, filed January 16, 2002.

Claim 23-26 have been canceled, thereby rendering the rejection thereof moot.

It is respectfully submitted that new independent claims 27-37 are patentably distinct over Dunworth et al. for at least the reason that Dunworth et al. fails to show or suggest searching in a database and transmitting through a network, advertisements associated with a business type to be displayed along with a map on a user terminal when a single request by a user, including an association between the business type and a geographical location, is received from the user terminal via the network.

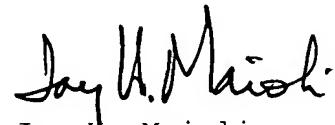
In Dunworth et al. the user selects a geographical location and then is presented with "topical" information associated with the geographical location. The "topical" information is obtained form a "Yellow Pages" database, for example. See col. 2, lines 41-49, col. 18, lines 39-54, and

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Figs. 2B-C of Dunworth et al., for example.

Respectfully submitted,

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